

Message Text

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17

ACTION FSI-01

INFO OCT-01 EUR-25 ISO-00 EB-11 COME-00 TRSE-00 OIC-04

CIAE-00 INR-10 NSAE-00 CIEP-02 SP-03 OMB-01 DRC-01

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R 081530Z JUL 74

FM AMEMBASSY NICOSIA

TO SECSTATE WASHDC 8748

UNCLAS NICOSIA 1291

FOR FSI, ATTENTION W.E. ELROD

E.O. 11652: N/A

TAGS: AFSI, CY

SUBJECT: OVERSEAS BUSINESS AND MARKETING SEMINAR, LONDON,
SEPTEMBER 29-OCTOBER 11

REF: STATE 143281

1. EMBASSY NOMINATES FSO-04 JAY R. GRAHAME FOR SUBJECT SEMINAR.

2. EMBASSY BELIEVES NOMINEE, AN EXPERIENCED AND MOTIVATED ECONOMIC/COMMERCIAL OFFICER WITH A SERIOUS INTEREST IN TRADE PROMOTION AND SUPPORTED BY A PARTICULARLY QUALIFIED AND COMPETENT FSL ASSISTANT, WELL-POSITIONED TO EFFECT AN INCREASE IN THE U.S. SHARE OF THE CYPRUS MARKET. MAJOR FOCUS OF HIS JOB IS TRADE PROMOTION; SEMINAR SHOULD HELP HIM CONTINUE TO PROFESSIONALIZE THIS EFFORT. THOUGH A SMALL ECONOMY BY MOST MEASURES, CYPRUS' 1973 IMPORT BILL TOTALED SOME \$440 MILLION (48 PERCENT OF GNP) AND IS EXPANDING SHARPLY IN BOTH VOLUME AND VALUE. TRADITION AND DISTANCE HAVE RESULTED IN A U.S. SHARE OF ONLY SEVEN PERCENT OF THIS SUBSTANTIAL MARKET ORIENTATED TOWARD THE UK AND EC. HOWEVER, A MORE SYSTEMATIC AND PROFESSIONAL EXPLOITATION OF THE MARKET COULD COMBINE WITH NEWLY IMPROVED U.S. EXPORT PRICES AND ADVANCED TECHNOLOGY TO YIELD AN INCREASED SHARE OF THIS MARKET IN A RELATIVELY SHORT

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TIME.

3. NOMINEE HAS TEN YEARS EXPERIENCE IN ECONOMIC/COMMERCIAL FIELD. HE IS A TALENTED COMMERCIAL OFFICER AND WE HAVE ENCOURAGED HIM IN HIS DESIRE FOR A FUTURE ASSIGNMENT WHICH WOULD ALLOW HIM TO SPECIALIZE IN THE TRADE PROMOTION AREA. SCHEDULED FOR TRANSFER IN MID-1975, HE HAS REQUESTED A WASHINGTON ASSIGNMENT IN STATE OR COMMERCE WHICH WOULD INVOLVE DIRECT INTERFACE WITH THE U.S. EXPORT COMMUNITY TO BE FOLLOWED BY OVERSEAS ASSIGNMENT IN COMMERCIAL AND TRADE PROMOTION AFFAIRS.

4. EMBASSY THEREFORE BELIEVES THAT PARTICIPATION IN SUBJECT SEMINAR WOULD BOTH HELP NOMINEE IN HIS EFFORT TO EXPAND U.S. SHARE OF CYPRUS MARKET AND PROVIDE HIM WITH VITAL PROFESSIONAL BACKGROUND FOR FUTURE SPECIALIZATION IN COMMERCIAL WORK.
DAVIES

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